

## **CLAIMS**

1. Apparatus for displaying information, said apparatus including display means and activation means, said activation means being coupled to said display means such that upon reception of predefined data said activation means causes said display means to display predefined information.
  2. Apparatus as claimed in Claim 1, wherein said predefined data is transmitted by an acoustic signal.
  3. Apparatus as claimed in Claim 2, wherein said acoustic signal is digitally modulated.
  4. ~~Apparatus as claimed in Claims 1-3, wherein said predefined data is broadcast by a commercial broadcast means.~~
  5. ~~Apparatus as claimed in Claim 4, wherein said commercial broadcasting means is Television broadcasting means.~~
  6. ~~Apparatus as claimed in Claim 4, wherein said commercial broadcasting means is Radio broadcasting means.~~
  7. ~~Apparatus as claimed in any preceding Claim, wherein said apparatus further includes programming means for programming said predefined data and said predefined information.~~

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8. Apparatus as claimed in any preceding Claim, wherein said display means is a liquid crystal display.
9. Apparatus as claimed in any preceding Claim, wherein said activation means is an application specific integrated circuit.
10. Apparatus as claimed in any preceding Claim, wherein said apparatus further includes a microphone means, an analogue to digital interface means, a programmable digital processor and a battery.
11. Apparatus as claimed in any preceding Claim, wherein predefined information is an advertisement.
12. Apparatus as claimed in any of Claims 1-11, wherein said predefined information is a message.
13. Method for displaying information, said method including the steps of:  
receiving data,  
comparing said received data with predefined data,  
and upon said received data matching said predefined data,  
displaying predefined information.
14. Method as claimed in Claim 13, wherein said data is transmitted by an acoustic signal.
15. Method as claimed in Claim 14, wherein said acoustic signal is digitally modulated.

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16. Method as claimed in Claims 14-15, wherein said acoustic signal is part of a commercial broadcast.
17. Method as claimed in Claim 15, wherein said commercial broadcast is an advertisement.
18. Method as claimed in Claims 16-17, wherein said commercial broadcast is a television broadcast.
19. Method as claimed in Claims 16-17, wherein said commercial broadcast is a radio broadcast.
20. Apparatus as hereinbefore described with reference to the accompanying drawings.
- sub A5*
- add B1*